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ABSTRACT

The Zanesville Campus Library serves the students and staff of Ohio University-Zanesville (OUZ), the Muskingum Area Technical College (MATC), and the local community. A library use survey was conducted to answer the following questions: (1) How many patrons are using the library and at what times? (2) What percentage of patrons were affiliated with MATC, OUZ or the general community? (3) While in the library, what were these patrons doing? OUZ patrons accounted for 52.4% of total users despite a student body half the size of MATC, which accounted for only 40.6%. Community use measured 7%. Afternoons were by far the busiest time, followed by mornings, then evenings. Most frequently, patrons were engaged in research or study. Other uses included photocopying, socializing between classes, and group study in a designated room. Four charts and one table help to illustrate survey results. (MAS)

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THE ZANESVILLE CAMPUS LIBRARY OF OHIO UNIVERSITY AT ZANESVILLE AND THE MUSKINGUM AREA TECHNICAL COLLEGE: A USE STUDY OF A CO-LOCATED CAMPUS LIBRARY.

by

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INTRODUCTION:

The Zanesville Campus Library serves the students and staff of Ohio University-Zanesville (OUZ) and the Muskingum Area Technical College (MATC) in Zanesville, Ohio. In addition, it serves patrons from the community. The Zanesville Campus Library is an example of a shared library on a co-located campus.

The Zanesville Campus Library is funded by both OUZ and MATC. It has around 65,000 books and 500 periodicals. The library is staffed by six full-time positions. Four of these are funded by both institutions. The Reference Librarian and Acquisition/Accounting position are funded by OUZ only. Additionally, MATC provides work study students to the library. OUZ provides 60 hours a week of proctor student hours in addition to work study students.

The Zanesville Campus Library endeavors to support the curriculum of both institutions. Both MATC and OUZ offer associate degrees. OUZ also has opportunities for students to complete bachelor and master degrees on campus. Both institutions offer continuing education to the community. This means the library must practice collection development is many areas to serve the students of the institutions. MATC enrolls 2700 students. OUZ enrolls 1200 students.

STUDY:

Several questions arose during planning for the library. How many patrons were using the library at different times? What

percent of patrons were affiliated with MATC, OUZ, or the community? While in the library, what were these patrons doing?

A survey was taken of the patrons of the Zanesville Campus Library in the Winter, Spring, and Fall Quarters of 1994. The survey was conducted in an attempt to determine the use rate of the library. A three week period in the middle of each quarter was selected. The survey was conducted Monday through Thursday in the morning (8-12), the afternoon (12-5), and the evening (5-9). On Friday, the survey was done in the morning and the afternoon. The survey was conducted at a different time each Saturday. All patrons in the library at the time were asked questions about which institution they attended (if either) and why they were in the library.

PATRON NUMBERS:

Patrons were asked to identify which institution they attended or worked for. Patrons not currently attending Ohio University-Zanesville or Muskingum Tech were classified in the community category. Generally, this meant patrons living in the area not attending a post-secondary institution. However, students from OU-Eastern, OU-Chillicothe, OU-Lancaster, OU-Athens, Muskingum College, Marietta College, Central Ohio Technical College, and Heidelberg College were recorded in the survey and were placed in the community category.

The numbers indicate only how may patrons were in the library at a particular time and day. No attempt was made to count the number of patrons entering the library. This question was intended

to find out the when the library was the busiest and what percentage of patrons were in each patron category. Overall, MATC patrons averaged 7.7 in the morning, 9.8 in the afternoon, and 4.5 in the evening. OUZ patrons averaged 10.1 in the morning, 12.8 in the afternoon, and 5.1 in the evening. Community patrons averaged 1 in the morning, 1.4 in the afternoon, and 1.3 in the evening. For Saturday, at any given time there averaged 1.6 MATC patrons, 3.6 OUZ patrons, and 1.7 community patrons.

The chart for the use rate broken down by day and time is included. (See Table 1.) It is apparent that mornings and afternoons are the busiest times of the day. There are fewer patrons in the library in the evening. Monday, Tuesday, and Wednesday are the busiest days in general. Friday and Saturday appear to be the least used days by patrons.

Despite having half the students of MATC, 52.4% of the patrons in the library belonged to OUZ. MATC patrons accounted for 40.6% of the patrons. Community patrons were 7% of the total. (See Figure 1.)

PATRON ACTIVITIES:

Patrons were asked what their primary reason was for using the library at the time. The choices were studying, research, making copies, using the library as a place to stay between classes, using the Educational Media Center, using the Group Study Lounge, and other activities. Other activities covered all other responses. These included sleeping patrons, walking through the library, typing, looking at the displays, children in the library with

parents, etc. Sleeping patrons were not awakened. Past knowledge of the patron or logos on the clothing were used to determine which school was attended. Other portions of the survey were left blank. Sleeping patrons that were not identifiable were counted in the other category. This rarely occurred.

MATC patrons were doing the following in the library. The majority (49%) were doing research. Another 32% were studying. Six percent were doing other things. Five percent were between classes or making copies. Three percent were using the Group Study Lounge. (See Figure 2.)

OUZ patrons were doing the following in the library. The majority (42%) were studying. Another 32% were doing research. Seven percent were making copies. Six percent were between classes or using the Educational Media Center. Four percent were using the Group Study Lounge. Three percent were doing other things. (See Figure 3.)

Community patrons were doing the following in the library. The majority (41%) were doing research. Another 25% were studying. Additionally, 24% were doing other things. Five percent were using the Group Study Lounge or making copies. (See Figure 4.)

CONCLUSIONS:

Much to the surprise of the library, this study showed that students from Ohio University at Zanesville made up the majority of library users despite the fact they made up only a third of the student population. Whether or not this is applicable to other co-

located campuses with a branch and a technical school will need to be studied at a few more locations. Patrons from the Muskingum Area Technical College came to the library more often to do research than OUZ students. OUZ students tended to use the library as a place to study. The Educational Media Center was being used by OUZ students only.

In summary, the Zanesville Campus Library has learned who is using the library, in what percent they are doing so, and what they are doing here. This will help in planning for patron needs. The MATC/OUZ campus has long been held to be one of the models for co-located campuses. It is very possible that the findings of this study apply to the libraries of other co-located campuses.

TABLE 1- ZANESVILLE CAMPUS LIBRARY OF OHIO UNIVERSITY AT ZANESVILLE/ MUSKINGUM AREA TECHNICAL COLLEGE, 1994

PATRON AVERAGES

TIME	**8-12**			**12-5**			**5-9**		
	M	Z	C	M	Z	C	M	Z	C
Monday	7.7	15.6	1.6	12.1	16.5	1.6	6.1	9.7	2.0
Tuesday	9.6	11.6	.3	10.1	12.9	1.4	2.7	3.3	1.3
Wednesday	10.5	13.1	1.1	11.3	15.8	1.1	2.5	4.7	1.1
Thursday	7.4	7.3	1.2	12.7	17.0	1.1	6.8	2.8	0.6
Friday	3.3	2.7	0.7	3.0	1.9	1.6	closed		
Saturday	All day----------			1.6	3.6	1.7	--------All day		
Overall	7.7	10.1	1.0	9.8	12.8	1.4	4.5	5.1	1.3

Codes: M=MATC patron Z=OUZ patron C=Community patron

Numbers have been rounded up.

FIGURE 1- ZANESVILLE CAMPUS LIBRARY OF OHIO UNIVERSITY AT ZANESVILLE/ MUSKINGUM AREA TECHNICAL COLLEGE, 1994

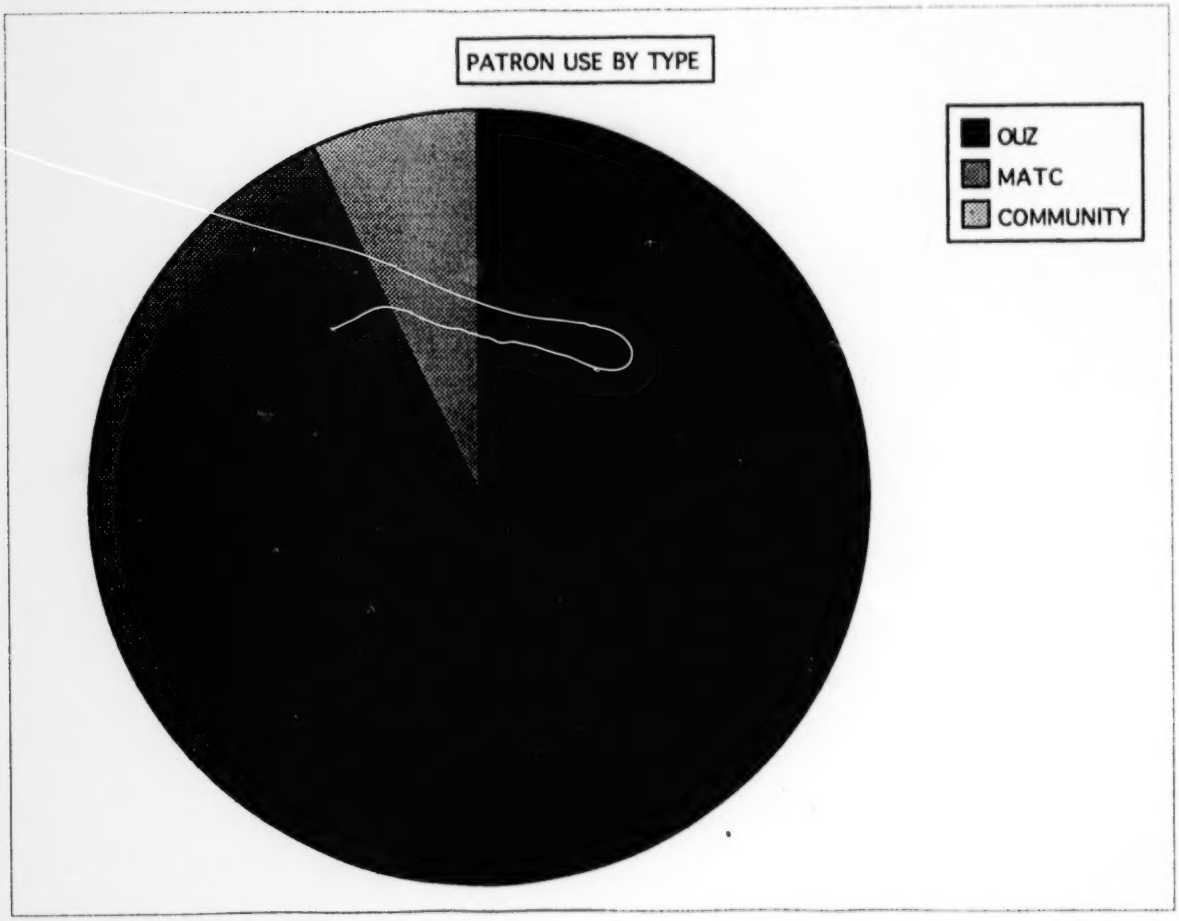

FIGURE 2- ZANESVILLE CAMPUS LIBRARY OF OHIO UNIVERSITY AT ZANESVILLE/
MUSKINGUM AREA TECHNICAL COLLEGE, 1994

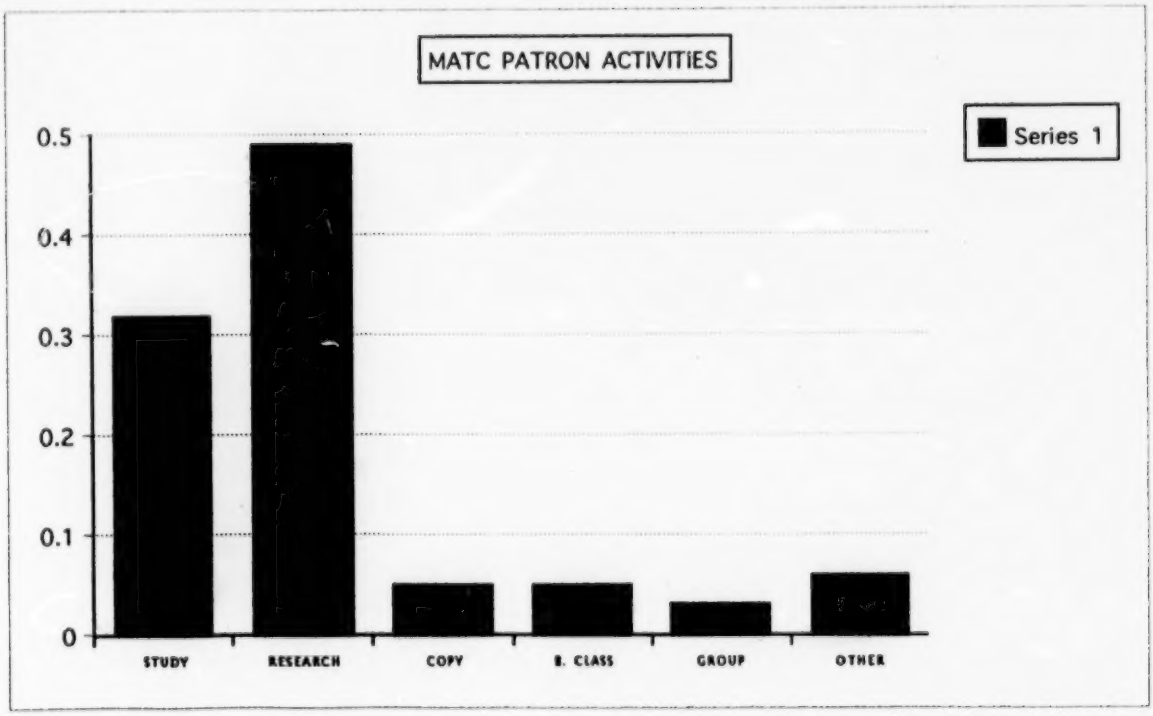

FIGURE 3- ZANESVILLE CAMPUS LIBRARY OF OHIO UNIVERSITY AT ZANESVILLE/
MUSKINGUM AREA TECHNICAL COLLEGE, 1994

FIGURE 4- ZANESVILLE CAMPUS LIBRARY OF OHIO UNIVERSITY AT ZANESVILLE/
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